

# Tourism Development

## Budget Message

FY 2001/02 and 2002/03

**Tourism Development** positions Seminole County as "Florida's Natural Choice" and continues to successfully promote the County as a destination of choice worldwide. Research indicates that Seminole County hosted 12.1 million visitors in 2000 with 4.4 million staying overnight. The economic impact from those visitors was \$1.7 billion. The tax revenue from visitors was \$20.1 million through gasoline, lodging and sales taxes.

Through advertising and promotion, the area is portrayed as a unique experience for visitors. The County's many nature and historical attractions are communicated to potential visitors as a great place to visit as part of an Orlando vacation. Research indicates that every dollar of tourism advertising results in \$37 in spending from visitors.

The County's hotels primarily cater to the corporate traveler during the week. Weekends and holiday periods are less active. Tourism marketing efforts are therefore targeted to the leisure and sports traveler to increase visitation during the weekends as well as the slower periods of the year.

Through an increased advertising budget, tourism development will strengthen the awareness of Seminole County's appeal worldwide. We will also target the Pan American Airways feeder cities in the East, Midwest, and in Puerto Rico.

Our international target markets will include the United Kingdom, Holland, Ireland, and

Germany. They will be reached through consumer and trade shows, travel writer contacts, and personal sales calls on travel agents and tour operators.

Another important promotional effort is inviting journalists to Seminole County. During FY 2000/01, Seminole County was featured in print space valued at more than \$300,000 in national and international newspapers, magazines, television, and radio editorial promotions. This is a result of our intensified media relations efforts. We will continue to bring journalists to the County for a series of "Camp Seminole" activities so that they can experience first-hand the natural and historic attractions their readers can experience in Seminole County.

Our success as a **sports destination** continues to expand. Our exceptional facilities at the Seminole County Sports Training Center at Sylvan Lake Park, Lake Brantley Aquatic Center, and the Seminole County Softball Complex have gained both national and international awareness.

Through our partnership with the Central Florida Sports Commission, Seminole County is represented to the national governing bodies of all sports. Regional and Seminole County specific events will be promoted in sports such as soccer, lacrosse, field hockey, rugby, softball, baseball, swimming, and water polo.

We will also continue to promote golf for team training, leisure weekends and golf tournaments through special promotions with Pan Am and golf wholesalers.